



UTAH PREPARE



CONFERENCE & EXPO

6th Annual
Utah Prepare
Conference and Expo
Saturday August 27, 2016
South Towne Exposition Center
9575 South State Street
Sandy, Utah 84070

Sponsor Packet

Target Audience: General public and professionals who work to improve and promote preparedness in the community and in their homes.

Conference Objective: Connect professionals, educators, and the public to share knowledge, research, and experience for improved preparedness.



EXTENSION 

UtahStateUniversity



American Red Cross

SL  **SALT LAKE
COUNTY**

December 2015

Dear Potential Sponsor,

The Utah Department of Public Safety, Division of Emergency Management, Be Ready Utah, Salt Lake County Emergency Management, Utah State University Extension, Brigham Young University, and The American Red Cross invite you and your company/organization to participate in the 6th Annual **Utah Prepare Conference and Expo**, Saturday, August 27, 2016.

The conference and expo will be held at the South Towne Exposition Center, 9575 South State Street in Sandy, Utah. We welcome participation of sponsors on a local and state level. Your participation will help connect the lay public and professionals to share knowledge, research, and experience when it comes to food storage and emergency preparedness. That learning environment helps create more integrated solutions in today's critical social, political and economic climate. We are anticipating at least 3,500 participants at this conference.

We recognize the need to bring people together who can assist the public with information on the issues impacting our quality of life. Now more than ever, people are looking for tools and resources to help them make more informed decisions that will enhance their overall health, well-being and level of preparedness.

At our 2015 conference, approximately 3,000 participants from all over the state attended and learned about emergency preparedness information and products. During the conference, vendors were given the opportunity to provide educational presentations which were very well attended.

Exhibitors in 2015 told us they sold out of on-hand products, had great traffic, liked our radio advertising coverage and found our conference and expo surprisingly profitable. Many plan to become sponsors for 2016. We'd love to have you in that group.

Proposed marketing strategies for the 2016 Expo include:

- Paid advertising (TV, radio, newspapers, magazines, bus tails)
- Posters, fliers, save-the-date postcards
- Expo partner and sponsor outreach and promotion
- Earned Media (interviews and appearances)
- Expo website

Enclosed you will find the **Sponsor Packet** that includes more detailed sponsor information, payment and mailing information and contact information. Sponsor information will be added to our website when received. To be included on the website, advertisements, payment and company logos must be received **prior to June 15, 2016**.

We hope you will be able to join us for this year's conference. We have invited potential sponsors and vendors/exhibitors who share our common goals and who have much to offer. Feel free to contact us to discuss any questions or concerns you may have. We look forward to working with you.

Sincerely,

Wade Mathews
Division of Emergency Management, Be Ready Utah Manager
(801) 834-9741
wmathews@utah.gov

Sponsor/Exhibitor Opportunities

Sponsorship categories will be filled on a first-come basis. There may be multiple sponsors within a sponsorship level. The Planning Committee retains the right to refuse sponsorship not in accordance with conference goals, objectives and guiding principles.

Platinum Sponsor – \$5,000 +

- Company name and logo prominently displayed on all conference materials, including invitations and conference emails. (Note: sponsorship check and company logo must be received **prior to June 15, 2016**)
- Link from conference website (www.utahprepare.com) to your company/organization website
- Company logo on the participant totes
- Opportunity to place literature in attendee packets (Due June 15, 2016)
- Full page ad in the conference material, and name mentioned on all radio and social media ads
- Company name, logo, contact information on conference website
- Recognition from the podium during general session
- 36x48 sign with company name and logo displayed during conference
- 10 complimentary tickets
- Two (2) complimentary (10' x 10') vendor booths in prime conference location for duration of the conference

Gold Sponsor – \$2000 +

- Company name and logo prominently displayed on all conference materials, including invitations and conference emails, as space is available in print media. (Note: sponsorship check and company logo must be received prior to June 15, 2016)
- Link from conference website (www.utahprepare.com) to your company website
- Opportunity to place literature in attendee registration packet
- Half-page ad in the conference material
- Company name, logo, contact information on conference website
- Recognition from the podium during general session
- 24x36 sign with company name and logo displayed during conference General Session
- 5 complimentary tickets
- One (1) complimentary (10' x 10') vendor booth for duration of the conference, in prime conference location for the duration of the conference

Silver Sponsor – \$1000 +

- Company name and logo displayed on conference website
- Company name, logo, contact information in conference program
- Link from conference website (www.utahprepare.com) to your company website
- Quarter page ad in the conference packet
- Recognition from the podium during general session
- One (1) complimentary vendor booth (10' x 10') for duration of the conference, in prime conference location for the duration of the conference

Bronze Sponsor – \$500 +

- Company name, logo, and contact information included in conference program
- Company name and logo displayed on conference website
- Recognition from the podium during general session
- One (1) complimentary vendor booth (10' x 10') for duration of the conference

Contributor – Any Dollar Amount Less Than \$500

- Company name, logo, and contact information included in conference program

Supporting Sponsor – in-kind support

In-kind sponsors are limited to needs of the conference.

- Company name and logo displayed on conference registration website
- Company name and contact information in conference material
- Examples of in-kind support opportunities (not limited to suggestions):
Door prizes, ad space on your company website for this conference, mailing, postage, printing, volunteer assistance, bags, notebooks, binders, pens, pencils, lanyards, etc.



Attendees at previous Utah Prepare Conference & Expo Events

SPONSOR FORM

We invite you to participate as a Sponsor in the 6th Annual Utah Prepare Conference and Expo, held Saturday, August 27, 2016 at the South Towne Exposition Center. You may register as a sponsor/exhibitor online at *utahprepare.com* or return this completed form with payment to the Utah Division of Emergency Management.

NOTE: *Sponsor information will be added to our website when received. To be included on the website, advertisements, payment and company logos must be received **prior to June 15, 2016.***

Company Name: _____

Contact Person: _____

Address: _____

City: _____

Telephone: _____ Fax: _____

E-mail: _____

Sponsorship Opportunities

Please check the level of interest to your organization/ company

_____	Platinum Sponsor	\$ 5,000 +
_____	Gold Sponsor	\$ 2000+
_____	Silver Sponsor	\$ 1000 +
_____	Bronze Sponsor	\$ 500 +
_____	Contributor	Any Dollar Amount Less than \$500
_____	Supporting Sponsor (please indicate type of support)	

TOTAL DUE: _____

Make Checks Payable to:

DPS / DEM

(Dept. of Public Safety / Div. of Emergency Management)

Mail to:

Utah Division of Emergency Management
Att: Wade Mathews, Be Ready Utah Manager
1110 State Office Building
Salt Lake City, UT 84114